



CUSTOMER RELATIONSHIP MANAGEMENT
CRM . . . It's about the customer!

Defense Logistics Agency



Customer Relationship Management (CRM) Program Update

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Director, Customer Support



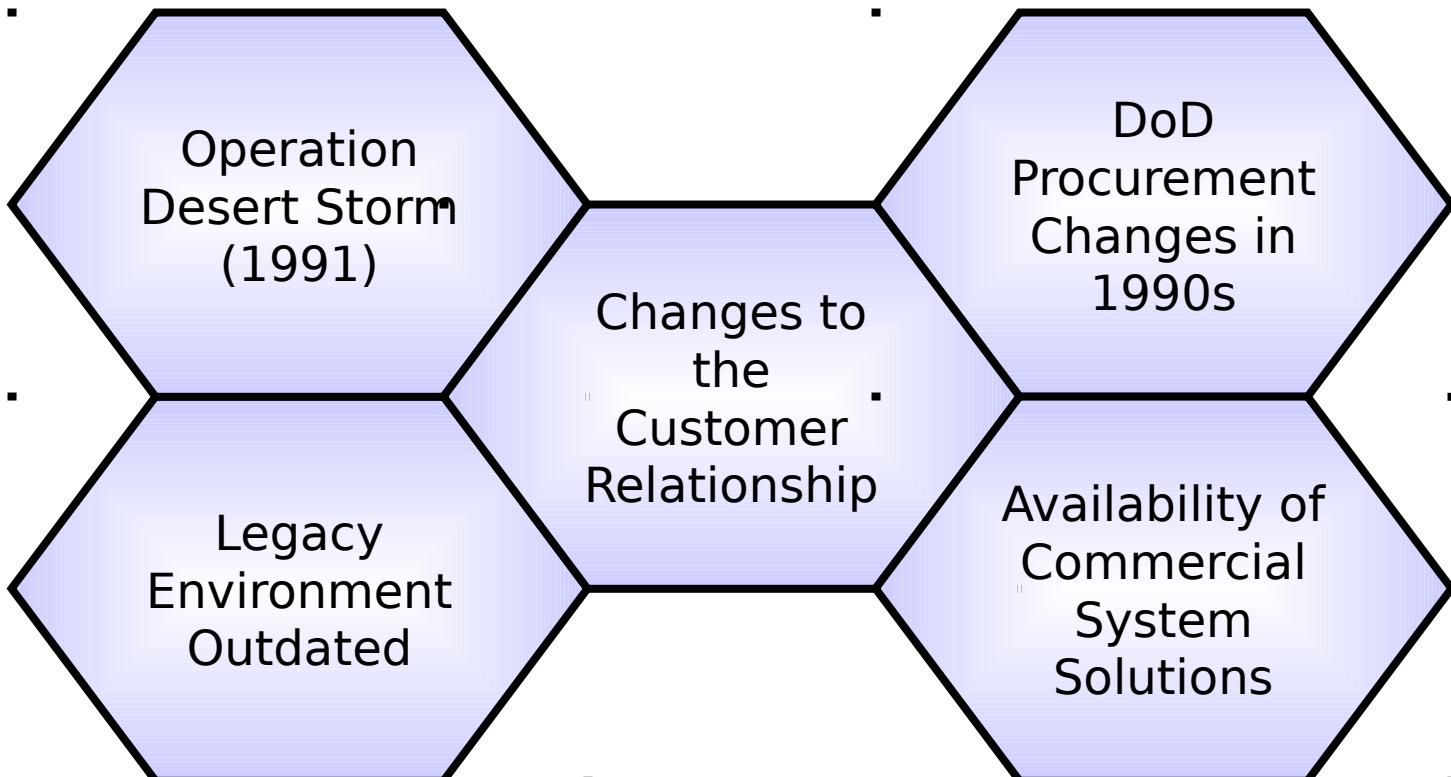
Purpose of Today's Session



- Purpose
 - Learn more about Customer Relationship Management (CRM) at DLA/DESC
 - Inform you about the status of the Agency's efforts in creating CRM tools and processes
 - Discuss the next steps of DLA CRM Program
- Bottom Line Up-Front
 - The CRM Program is moving forward with an Enterprise implementation of new processes and tools within the next 18 months
 - This program will have an impact on all customer facing employees
 - Our organization is playing a key role in shaping this program
 - We will communicate with you about the CRM program on an on-going basis



Case for Change – DLA Transformation

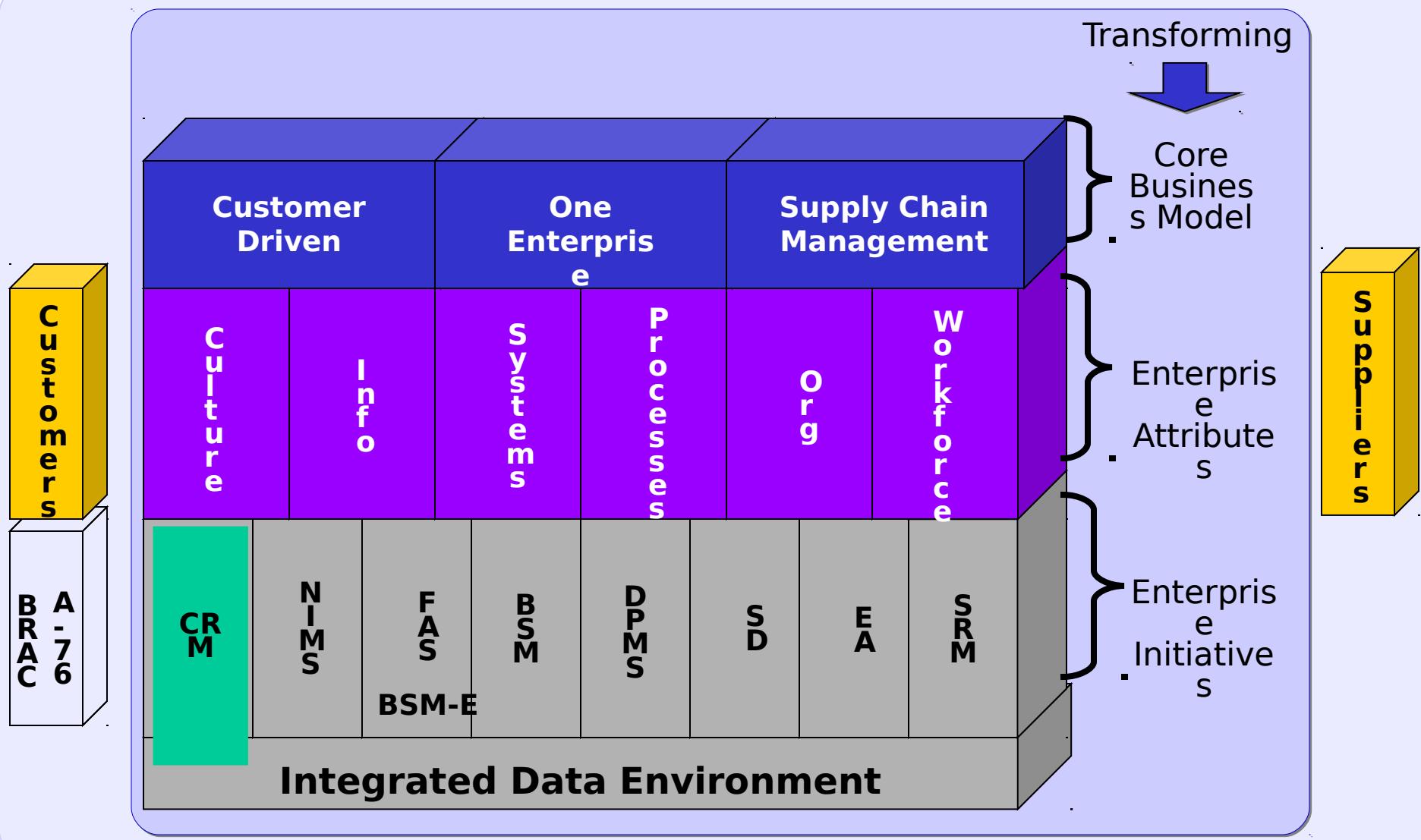




Transformation View – High-Level



CRM... It's about the customer!





What is CRM?



CUSTOMER RELATIONSHIP MANAGEMENT

CRM . . . It's about the customer!

**Industry/
Commercial**

"CRM is the bundling of customer strategy and processes, supported by the relevant software, for the purpose of improving customer loyalty and, eventually, corporate profitability."

"Customer Loyalty"

Increase
Corporate
Profitability

DLA

"A customer focused strategy comprised of people, processes, and tools for setting and meeting mutual expectations that optimize value for both the customer and DLA."

"Customer Focus"

Increase
Customer
Readiness



Reasons for CRM at DLA



Approach to customer engagement is fragmented

Customer intelligence is not proactively managed

Business opportunities do not appear to be captured and managed as a regular course of business

Losing sales and market share

Customers and employees do not realize everything that DLA can do

Customer expectations are not managed well

Doing business with DLA is not easy enough

Challenge of turning customer needs into product and service offerings



What Does CRM Mean to DLA/DESC?



CRM will enable DLA/DESC to:

- Improve contribution to customer readiness
- Transform customer needs into customer satisfaction with every interaction (provide value across the entire supply chain)
- Provide fully integrated and structured customer engagement processes
- Make it easier for customers to do business with DLA
- Deliver value consistently to military and non-military customers



What are the Capabilities that DLA/DESC is Looking to Implement?



CRM Framework

CRM Strategy Value Proposition Analysis

Customer Value Creation

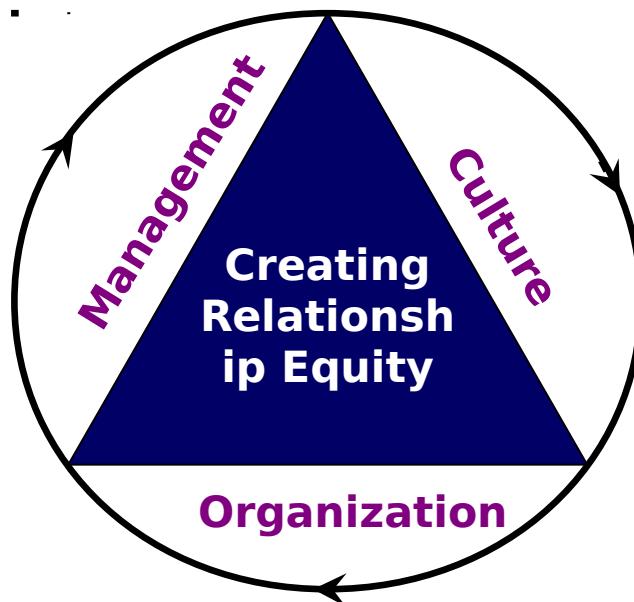
Customer Interaction Strategy	Customer Value Analysis	Market Research	Modeling/Simulation	Preparedness Support Strategies
Segmentation	Customer Outreach	Product & Services Affinity Analysis	Partnership Strategies	

Analytic CRM

Customer Intelligence

Customer Intelligence Tools

Enterprise Customer Master
Data Mining & Analytics
Data Collection & Repository
Cost to Serve
Performance Measurement
Competitive Intelligence
Customer Intelligence



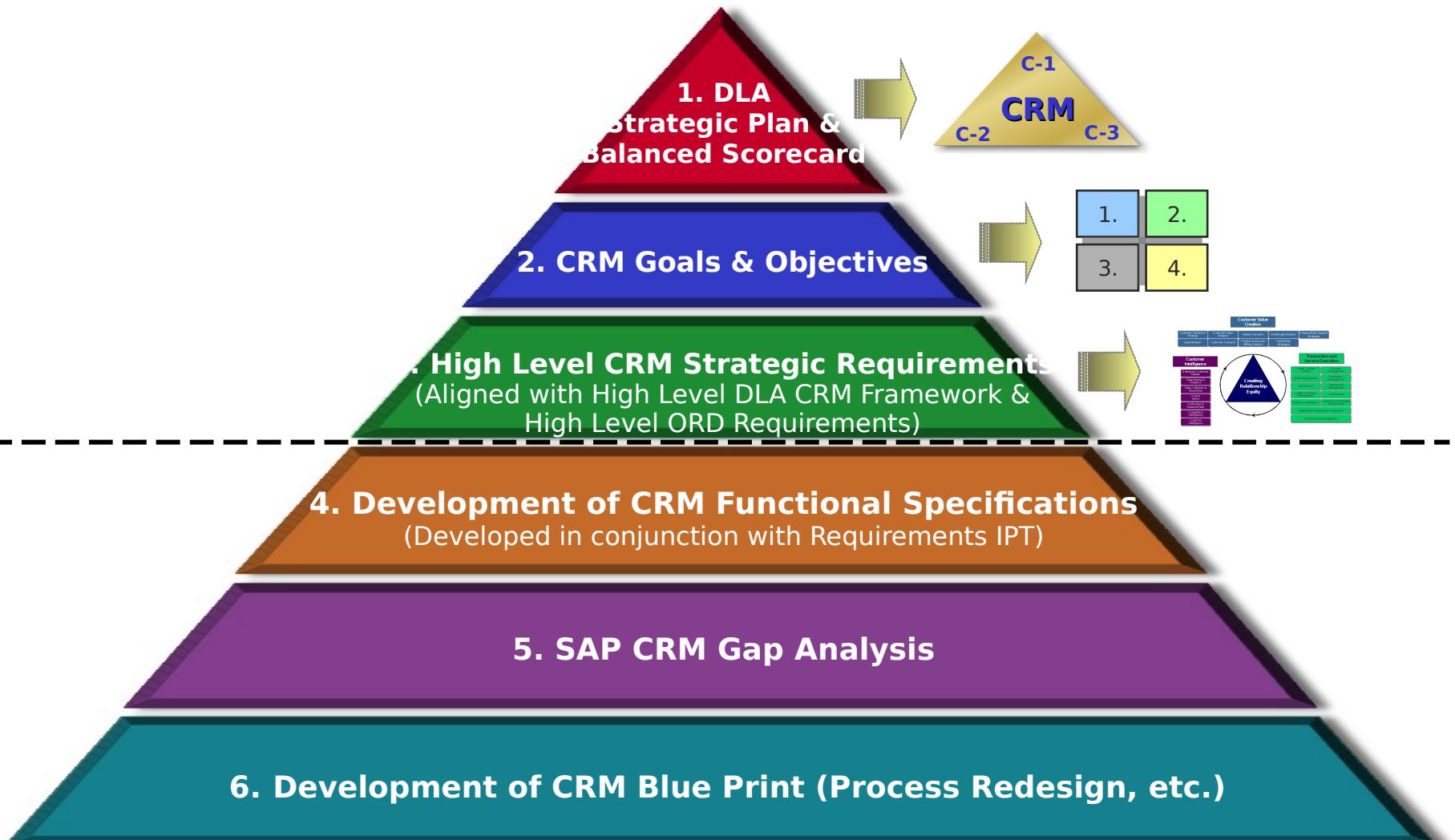
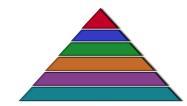
Operational CRM and Service Execution

Enabling Technologies, Tools & Processes

Virtual Contact Centers	Account Management
Order Management	Resolution Management
Self Service	Opportunity Management
Logistics Solution Management	Collaboration
Business Intelligence	Enterprise Knowledge Management
Application/Infrastructure Integration	
Performance Management	



Business Strategy Drives CRM Strategy





- **Customer Objective - 1: Engage Customers in a Structured Collaborative and Partnering Relationship**
- **Customer Objective - 2: Translate Customer Needs into Integrated Logistics Solutions to Maximize Readiness and Combat Power**
- **Customer Objective - 3: Deliver Promised Support Consistently**
- **Financial Objective - 2: Mi** □ □ □ □ □ □ □ □ □ □ □





CRM Goals



1. Build a Customer Centric Culture

(Surround customers with processes, policies, and capabilities)

2. Retain Customers and Expand Markets

(Maintain current and seek new customers)

3. Create Brand Loyalty

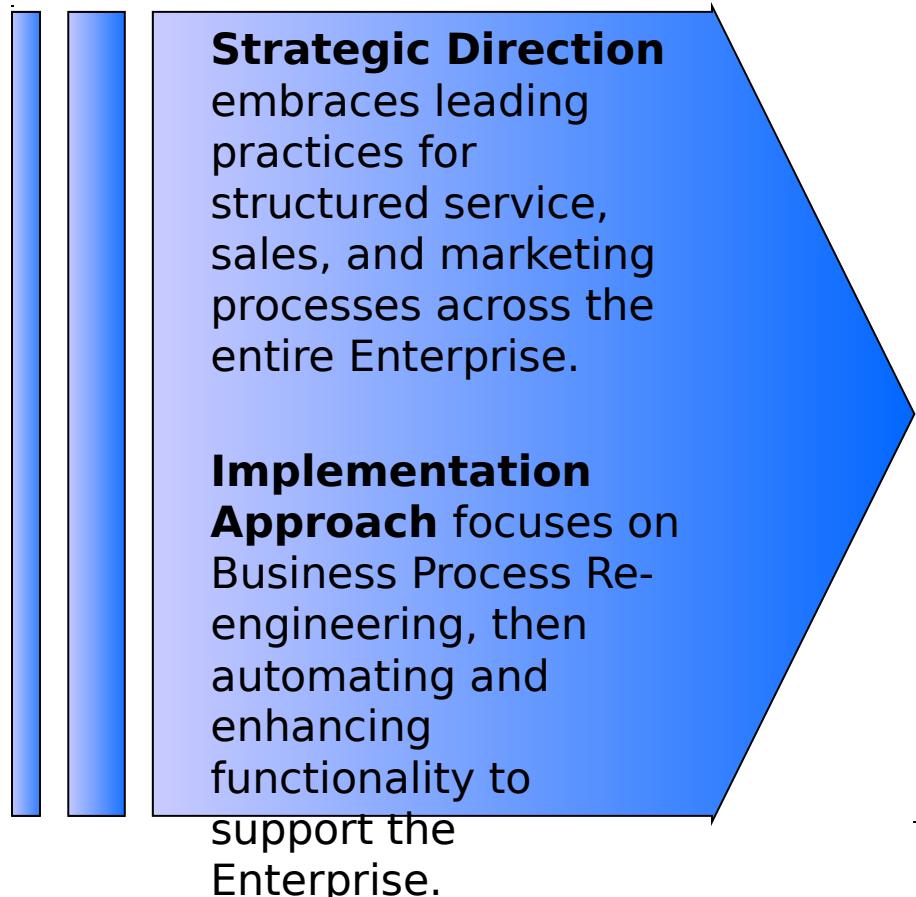
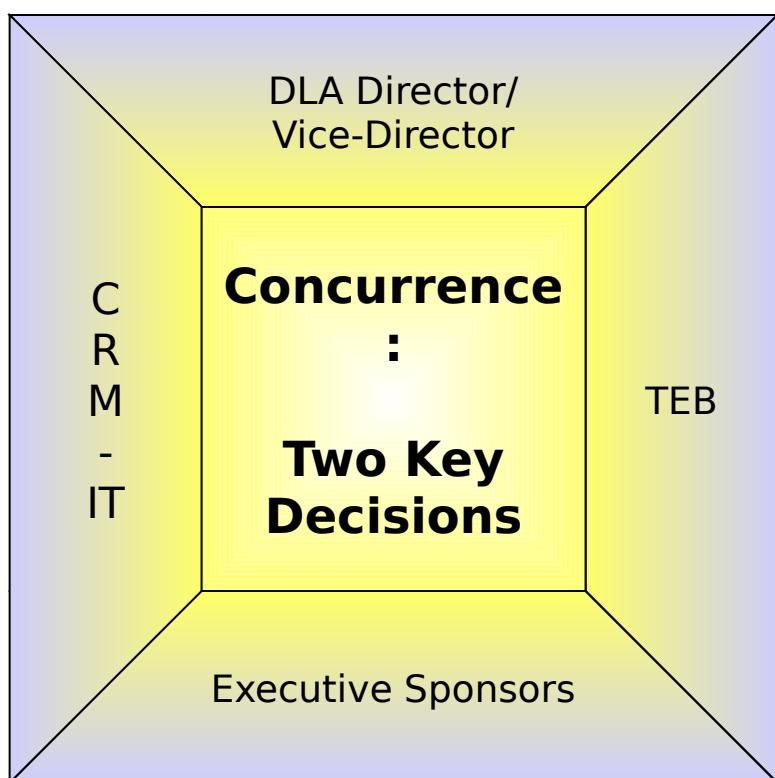
(Serve customers well)

4. Reduce Cost-to-Serve

(Become most efficient & effective supplier)



CRM Decision-Makers & Recent Decisions

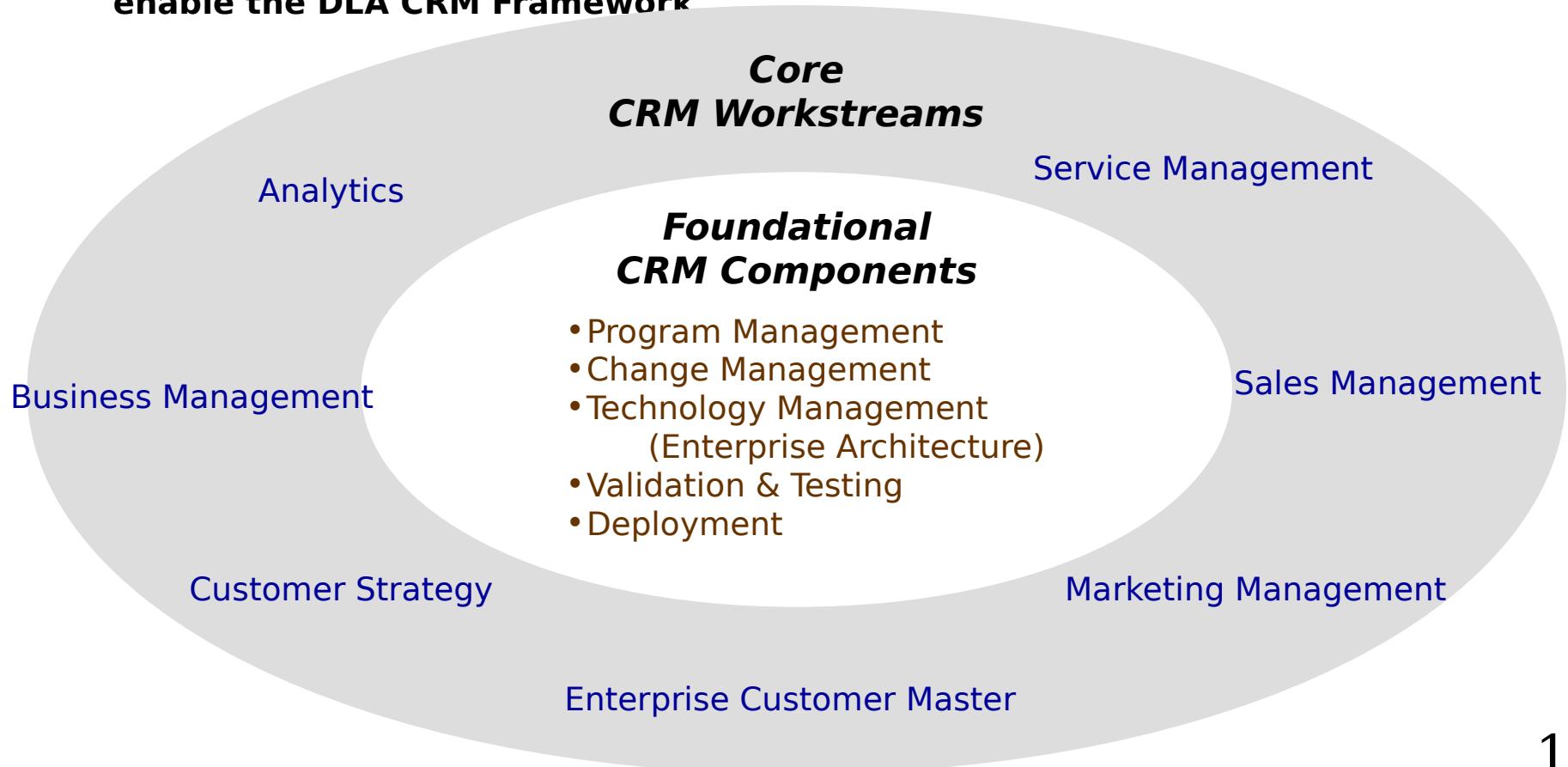




CRM Program Components/Workstreams

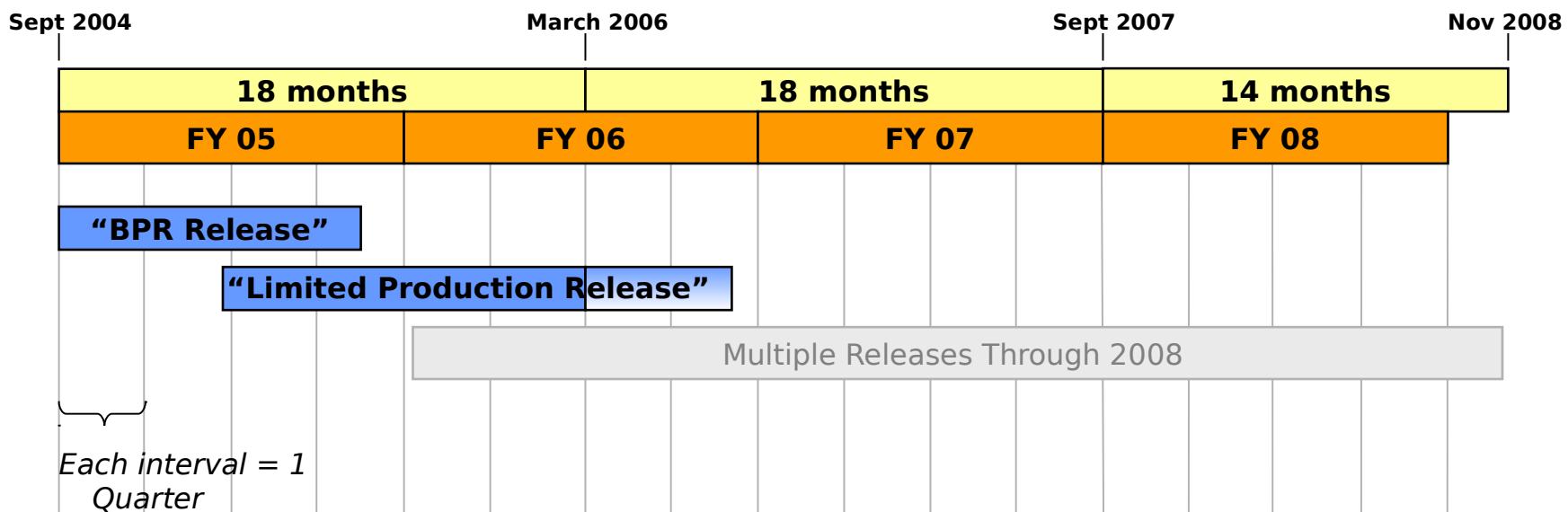


- Foundational CRM Components **support the successful implementation of core CRM workstreams**
- Core CRM Workstreams **are designed and implemented across the Enterprise to enable the DLA CRM Framework**





Rollout Timeline - Proposed



- First 18 months include a Business Process Reengineering (BPR) release and a Limited Production Release
- Staggered releases of processes and tools until 2008
- No “Big Bang” implementation
- Timeline will be further refined

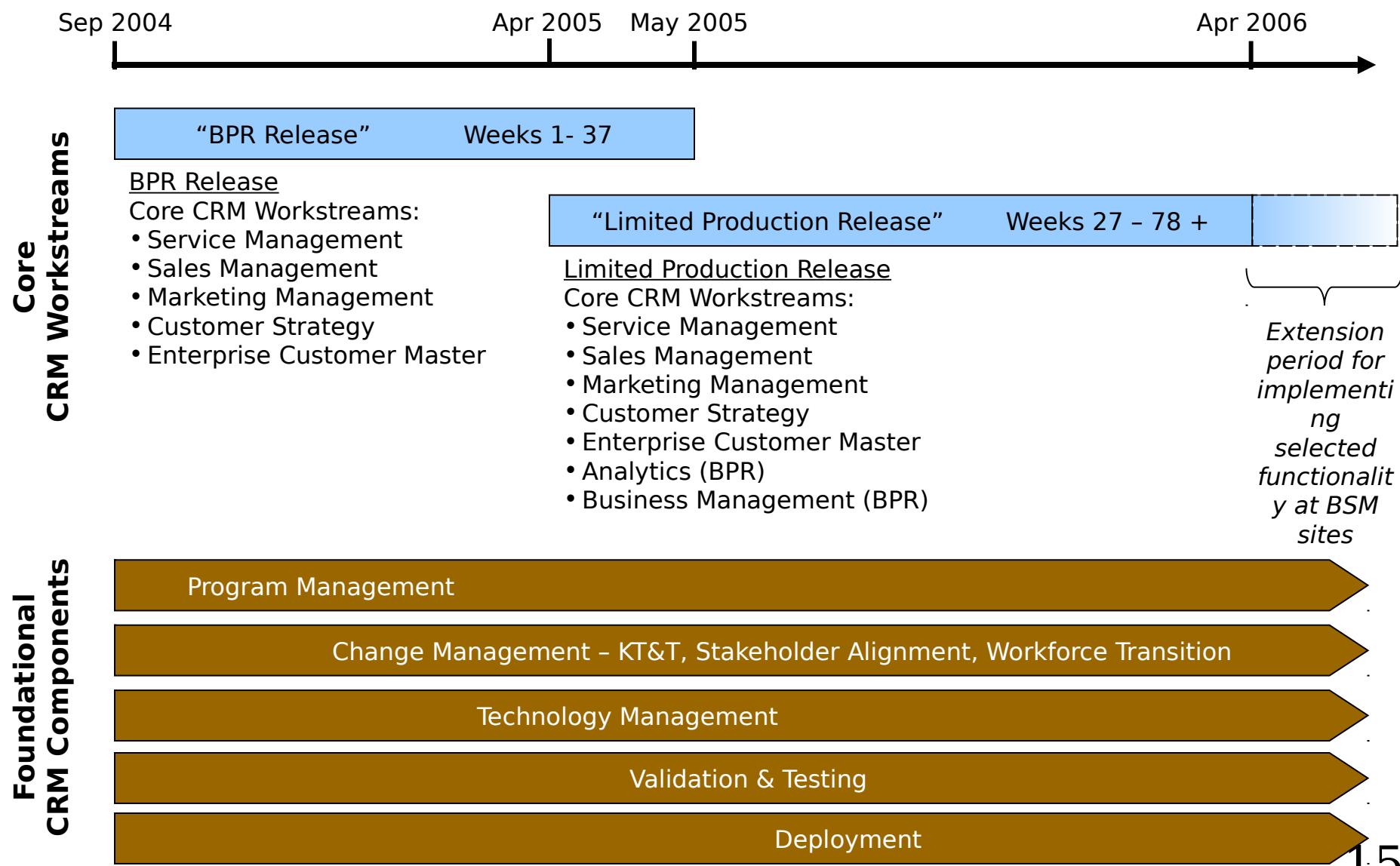
LAUNCH PERIOD FOR IMPLEMENTING SELECTED FUNCTIONALITY AT DLM SITES



Proposed Approach & Timeline – Next 18 Months



CRM... It's about the customer!





Program Organizational Approach



Transformation Executive Board

Executive Sponsors

Mr. Jim Bailey, DSCR

Mr. Richard Connelly, DESC

Ms. Mae DeVincentis, J-6

Mr. Larry Glasco, J-4

BG Ray Mason, USA, DSCP

CRM Integration Team

DCO/DCO Equivalents from each FA

J-42

J-3 representation

J-1 representation

J-6 representation

DT representation

CRM Site Leads:

Claudia Bibber - DSCP

Dean Newsome - DLIS

Jackie Brankovich - DRMS

Steve Quinn - DLA-P

Amy Briggs - J-1

Jim Sabin - DLA-E

Bob Carroll - J-3

Pam Spillman - HQ J-8

Dennis Copp - DSCC

Susan Turner - DESC

Joe Franklin - DSCR

Greg Tuttle - DAPS

Greg Gordon - DDC

David Warlick - DNSC

Cindy Grimaldi - HQ

Joan Lindsey - DAASC

J-42 Leads:

Renee Roman

JJ Miller, J-421

Don Neri, J-422

Steve Ruffa, J-423

Dan DeVincentis, J-424

J-623 Leads:

Bill Gibson

Robin Gardiner

Subject Matter Experts



DESC Customer Support

DESC-DS



Director - Kelly Morris

Deputy - CDR Jeff Cox

Customer Relationship Management

Strategic Planning
•Bob McClellan
•Stephanie Vance

- Site Lead - Susan Turner
- Functional Analyst - TBD
- Functional Analyst - Kelly Bowling, BAH
- Functional Analyst - Jim Eberhardt, BAH



CRM Benefits Customers and DLA/DESC



For Our Customers

- Increase knowledge of our customers' needs
- Better targeting of customers' individualized needs
- Provide one voice to the customer
- Provide customers with timely and accurate reporting on their key measures (e.g. usage, backorders and anticipated needs)
- Tailor solutions for customers
- DLA will be a more responsive and accountable partner

For DLA

- Enhance ability to improve readiness and customer satisfaction at reduced cost
- Increase agility to support DoD strategies of focused logistics and maneuver warfare
- Increase effectiveness in managing customer expectations and our investments
- Enhance collaboration through collecting and sharing information across the Enterprise
- Equip customer-facing personnel with accurate and timely information



CRM Benefits For You



For DESC

- Consistent customer information across the Enterprise means better data to pursue opportunities to serve our customers
- New customer tools mean better information to respond to customer's needs
- Improved efficiencies more accurately address customer needs
- Easier access to customer data

For DESC Employees

- Easier access to more complete customer data
- Improved processes and tools to serve and support your customers
- Work smarter, not harder through more effective processes and tools
- Reduce customer complaints that must be addressed
- Increased job satisfaction in being able to more confidently speak to our customers about addressing their needs
- More to come...



What's Coming Up... For You



CRM . . . It's about the customer!





What's Coming Up... For Customers



- We will be preparing Customers by:
 - Providing just-in-time communications about changes that will be impacting them
 - Equipping customer-facing employees with communication messages that have been sent to customers
 - Using the Customer Resource Information Center (CRIC) to disseminate customer messages regarding CRM
- We do not anticipate that changes will be evident to customers in the near-term



How Can You Get More Information on CRM?



- Websites – DLA Specific
 - **eWorkplace**
 - Key word search - CRM
- Related Links
 - CRM Guru
<http://www.CRMguru.com>
 - CRM Forum
<http://www.crm-forum.com>
 - CRM Daily
<http://www.crmdaily.com>
 - CRM Community
<http://www.crmcommunity.com>
- Email
 - Send your email questions to
CRM@DLA.MIL
- Publications
 - Dimensions
 - DLA Today and Tomorrow
 - DESC Fuel Line



Final Thoughts



- The CRM Program is moving forward with an Enterprise implementation of new processes and tools within the next 18 months
- This program will have an impact on all customer facing employees
- DESC is playing a key role in shaping this program
- We will communicate with you about the CRM program